

# ANDREA YAÑEZ HUTTER:

Senior Creative Designer & Brand Manager

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## About Me:

Creative designer with 5+ years of experience in branding, visual storytelling, and strategic design. Proven ability to lead teams and craft impactful visuals for global brands like FIFA and the Medal of Honor Museum. Bilingual in Spanish and English, with a portfolio rooted in cultural diversity and marketing insight.

## Experience:



### National Medal of Honor Museum (TX, USA)

#### Senior Creative Designer & Brand Manager

Jan 2023 – Present | Dallas, TX

- Lead all creative design efforts for the Museum's brand, including digital ads, landing pages, brochures, social media graphics, and countless types of marketing collateral.
- Drive brand consistency through ongoing development and implementation of brand guidelines for visual design.
- Provide design direction and support to other communication teams (sales, ops).

#### Digital Media & Assets Coordinator

Jan 2022 – Jan 2023 | remote

- Collaborated with the marketing and content teams to deliver high-quality visuals for campaigns and events.
- Created cohesive designs across web, social, and event platforms, increasing brand visibility during fundraising and media initiatives.

#### Graphic Design Intern

Aug 2021 – Dec 2021 | remote



### FIFA - Fédération Internationale De Football Association (remote)

#### Freelance Designer

Mar 2025 – Jun 2025 | remote

- Created branded visual assets for major tournaments including the FIFA Club World Cup, U-17 World Cup, and Beach Soccer World Cup.
- Delivered high-quality marketing collateral and digital graphics under tight deadlines, ensuring adherence to FIFA's global brand standards.

## Languages:

- Spanish** (Native - C2)
- French** (Upper Intermediate - B2)
- English** (Bilingual - C1)
- German** (Intermediate - B1)

## Education:

**Universidad de los Andes** – Colombia  
Bachelor's in Graphic Design (2015 – 2021)

Minor in Visual Computing (2019)

Minor in German Language and Culture (2020)

## Certificates:

**High-Performance Leadership: Lessons from Formula 1**

Santander Open Academy (2025)

**Sports Marketing Essentials**

Front Office Sports (PEPSI) (2025)

**Inside LVHM**

Louis Vuitton Moët Hennessy (2024)

**Web Design and Development**

Cornell University (2023)

**Fundamentals of Digital Marketing**

Google (2022)

**Game Design, Arts and Concepts Specialization**

California Institute of the Arts (Coursera) - (2020)

**Graphic Design Specialization**

California Institute of the Arts (Coursera) - (2020)

**Interaction Design Specialization**

UC San Diego (Coursera) (2020)

**Music Business Specialization**

Berklee College of Music (Coursera) (2020)

**Climate Change and Health Specialization**

Yale University (Coursera) (2020)

## Skills:

- Exceptional design skills including layout and typography
- Proficient in using Adobe Creative Cloud, specifically Photoshop, and Illustrator.
- Comfort working across print, digital, video, website, social media and marketing platforms as needed.
- Proficient knowledge of Power Point.

## Letters of recommendation:

**Daniel Measor** ↗  
- Senior Art Director,  
FIFA

**Kevin Basik** ↗  
- Chief of Leadership,  
Griffin Institute

**Morgan Blakley** ↗  
- Director of Marketing and Brand,  
National Medal of Honor Museum